

This listing of claims replaces all prior versions, and listings, of claims in this application.

Listing of Claims:

1-34. (Canceled)

35. (Previously Amended) A method for tracking consumer interest in garments of a retail store comprising:

- associating a radio frequency identification (RFID) tag with each garment, wherein the RFID tag includes style information of its garment;
- scanning the RFID tagged garments that are taken to a fitting room of the retail store;
- compiling the style information of the RFID tagged garments that are taken to the fitting room;
- determining, from the compiled style information, consumer interest in a style based on the frequency by which garments associated with the style are taken to the fitting room; and
- reporting the consumer interest to a user.

36. (Previously Amended) A method for tracking consumer interest in garments of a retail store comprising:

- associating a radio frequency identification (RFID) tag with each garment;
- scanning the RFID tagged garments to determine their display locations on a sales floor of the retail store;
- scanning the RFID tagged garments that are taken to a fitting room of the retail store;

compiling the display locations of the RFID tagged garments that are taken to the fitting room;

determining, from the compiled display locations, display locations that attract greater consumer interest based on the frequency by which garments associated with the display locations are taken to the fitting room; and

reporting the display locations to a user.

37. (Previously Amended) A method for tracking consumer interest in garments of a retail store comprising:

associating a radio frequency identification (RFID) tag with each garment, wherein the RFID tag includes style information of its garment;

scanning the RFID tagged garments that are taken to a fitting room of the retail store;

compiling the style information of the RFID tagged garments that are taken to the fitting room;

scanning, from among the RFID tagged garments that are taken to the fitting room, the RFID tagged garments that are purchased;

comparing the RFID tagged garments that are taken to the fitting room with the RFID tagged garments that are purchased;

identifying the RFID tagged garments that are taken to the fitting room but not purchased;

determining, from the compiled style information, style information associated with the RFID tagged garments that are taken to the fitting room but not purchased; and

reporting to a user the style information associated with the RFID tagged garments that are taken to the fitting room but not purchased.

38-42. (Canceled)

43. (Previously Added) The method of claim 36, further comprising moving additional garments to the display locations that attract greater consumer interest.

44. (Previously Added) The method of claim 37, further comprising determining modifications needed to garment styles that correspond to the style information associated with the RFID tagged garments that are taken to the fitting room but not purchased.

45. (Previously Added) The method of claim 44, wherein the modifications relate to one of fit and detailing.

46. (New) The method of claim 35, further comprising:

compiling the style information of the RFID tagged garments that are purchased after being taken to the fitting room;

comparing the style information of the RFID tagged garments that are purchased after being taken to the fitting room to the style information of the RFID tagged garments that are taken to the fitting room;

determining, from the comparison, consumer interest in a defective style based on the frequency by which garments associated with the defective style are taken to the fitting room but not purchased; and

reporting the consumer interest in the defective style to the user.

47. (New) The method of claim 35, further comprising:

scanning the RFID tagged garments to determine their display locations in the retail store before the RFID tagged garments are taken to the fitting room; and

reporting to the user the display locations of the garments associated with the style.

48. (New) The method of claim 36, further comprising:

compiling the display locations of the RFID tagged garments that are taken to the fitting room and subsequently purchased; and

reporting to the user the display locations of the RFID tagged garments that are taken to the fitting room and subsequently purchased.

49. (New) The method of claim 37, further comprising:

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scanning the RFID tagged garments to determine their display locations in the retail store before the RFID tagged garments are taken to the fitting room; and
reporting to the user the display locations of the RFID tagged garments that are taken to the fitting room but not purchased.